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QUARTERLY ISSUES AND PROGRAMS REPORT

FOR

STATION WJFK-AM

2nd QUARTER, 2015
(April 1 through June 30)

Prepared by:

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**Issues of Concern to Bethesda, MD/Washington, DC
Addressed in Responsive Programming in the
2nd Quarter, 2015**

<u>Subject</u>	<u>Description of Issue of Concern</u>
1. Consumer Advocacy	New survey highlights the problem of seafood fraud; Program that helps consumers identify true Chesapeake seafood; BBB warns of student loan scam alert
2. Autism Awareness	Autism experts discuss advances in research and education for individuals with autism; Local police department hosts annual Autism Night Out
3. Human Trafficking	Virginia becomes the last state in the nation to pass legislation that specifically outlaws human trafficking
4. Hunger	Capitol Area Food Bank hosts Hunger Summit; Summer feeding programs provide critical nutrition for low-income children
5. Mental Health Month	Diagnosing and treating mental health early; Promoting teen awareness and discussion of mental health issues
6. DUI and Alcohol Abuse Prevention	Washington Regional Alcohol Program (WRAP) initiatives for summer, the deadliest driving season; Awareness program for parents of college-age children
7. Bicycle Safety and Advocacy	Bike Safety Month; Programs to promote cycling to work and school
8. Alzheimer's and Brain Awareness	Alzheimer's caregiver resources; Tips for maintaining healthy cognitive function
9. Homelessness/Affordable Housing	DC Council commits to ending homelessness; Housing affordability gap in Greater Washington DC
10. Education	Summer learning programs to ward off summer "brain drain"; Children's book giveaway in Anacostia

**WIAD-FM Programs That Address Community Issues
(Regularly Scheduled Public Affairs Programs)
2nd Quarter, 2015**

Public Affairs Program

Schedule and Description

1. “Fresh Perspectives”
Sundays, 7:00 to 8:00 a.m. Produced by Sarah Jacobs, this weekly program features representatives from area nonprofits, as well as government leaders, health experts, educators and artists, discussing issues of local, regional and national concern.

Most Significant Issue-Responsive Programming
2nd Quarter, 2015
(April 1 through June 30)

ISSUE: CONSUMER ADVOCACY

“Fresh Perspectives”

April 5, 2015

7:00 am

7 minutes of a 60-minute program

In April, Oceana, the largest international advocacy group working solely to protect the world's oceans, released a survey that found 38 percent of the crab cakes collected from 85 restaurants throughout Maryland and Washington, DC, were mislabeled. According to their news release, “Oceana found mislabeled crab cakes in every city it tested, including rates of 47 percent in Annapolis, 46 percent in Baltimore, 39 percent in Washington, D.C., 38 percent in Ocean City and 9 percent on the Maryland Eastern Shore.”

In March, a presidential task force released an action plan to crack down on seafood fraud and illegal fishing that profits pirate fishermen, rips off consumers and hinders ocean conservation. Oceana's Beth Lowell tells Fresh Perspectives that without traceability rules that require important information to follow blue crabs from the Bay to the dinner plate, this type of fraud will continue. Oceana is calling on the task force to put words into action and require traceability for all seafood sold in the United States to ensure that it is safe, legally caught and honestly labeled.

“Fresh Perspectives”

April 19, 2015

7:00 am

3 minutes of a 60-minute program

Steven Vilnit, Fisheries Marketing Director for the Maryland Department of Natural Resources, discusses the “True Blue Maryland” program, which allows consumers to reliably buy authentic blue crab from the Chesapeake Bay. Restaurants throughout Maryland, Virginia and Washington, DC – and some even as far away as Philadelphia and New York – voluntarily submit receipts as proof that the Chesapeake blue crab they serve is authentic. In return, they are listed on the True Blue Maryland website as purveyors of true blue Maryland crab.

“Fresh Perspectives”

June 21, 2015

7:00 am

5 minutes of a 60-minute program

The Better Business Bureau of Metro Washington DC and Eastern PA is warning of a scam that targets student loan borrowers. As soon as graduation season began, BBB's Kelsey Owen says graduates and their parents began getting hit hard with phone calls, emails and social media ads promising “fast and easy” student loan forgiveness. Owen discusses the warning signs of this scam, as well as tips on how to avoid being taken in by these offers that sound too good to be true – and probably are.

Most Significant Issue-Responsive Programming
2nd Quarter, 2015
(April 1 through June 30)

ISSUE: AUTISM AWARENESS

“Fresh Perspectives”

April 19, 2015

7:00 am

26 minutes of a 60-minute program

April is Autism Awareness Month. Laurie Alderman is an adjunct faculty member in Early Childhood Special Education at George Washington University and project director in a Department of Education grant training teachers to work with students with autism. Dr. Alderman is an expert on special education, disability studies and autism. She has served as the coordinator of Autism Services for Arlington County Public Schools and has helped develop several programs within the school system for students with and without disabilities.

Dr. Alderman talks with Fresh Perspectives about the effects of autism on learning and behavior; changes in special education over the past 20 years for students with autism; early intervention; and growing professional opportunities for individuals with autism.

Segment re-aired on 5/3/15.

“Fresh Perspectives”

April 26, 2015

7:00 am

22 minutes of a 60-minute program

A conversation with Dr. Valerie Hu, a professor of biochemistry and molecular medicine at the George Washington University School of Medicine and Health Sciences in Washington, DC. Dr. Hu has developed a potential biomarker screen and is working on developing biology-based therapies based on gene expression signatures, which have identified genes that differentiate the cells derived from autistic and non-autistic individuals. Her work has also led to the identification of a gene that may be a major contributor to the male bias in autism, as well as to gene-environment interactions that increase the risk for autism. Dr. Hu is the sole editor of a recently released book, "Frontiers in Autism Research: New Horizons for Diagnosis and Treatment," which focuses on emerging research areas of autism with the potential to lead to new therapies.

“Fresh Perspectives”

May 24, 2015

7:00 am

11 minutes of a 60-minute program

With a moon bounce, face painting, food and fun for everyone, “Autism Night Out” is a safety fair for individuals with autism, their families and their caretakers. The annual event is hosted by the Montgomery County Police Department and provides a wealth of information on resources and tools to keep autistic individuals safe. The safety fair also provides an opportunity for the autistic individuals to meet K-9 units and their handlers, fire & rescue and police personnel, and to tour emergency vehicles in a safe, non-threatening environment. Because many individuals with autism have a tendency to “elope,” it is important that they see rescue personnel as friends in a time of distress.

Most Significant Issue-Responsive Programming
2nd Quarter, 2015
(April 1 through June 30)

ISSUE: HUMAN TRAFFICKING

“Fresh Perspectives”

April 26, 2015

7:00 am

13 minutes of a 60-minute program

According to the U.S. Department of Justice, human trafficking is the second fastest growing crime in the U.S. Until just recently, Virginia held the dubious distinction of being the only state in the nation without a stand-alone human trafficking law, leaving prosecutors and police without the tools to effectively deter this crime, and leaving victims without critical protections. Virginia recently passed such a law, which takes effect on July 1, 2015.

Tabatha Mansfield is the Coalition Coordinator for Kids Are Not For Sale in Virginia – a coalition of law enforcement, prosecutors, service providers, advocacy groups, schools, and hospitals who joined together to advocate for a sex trafficking law in Virginia. Mansfield discusses the ways in which the new law bolsters the prosecution of individuals trafficking minors, assists in identifying and protecting sex trafficking victims, and closes a loophole in existing Virginia law by criminalizing recruitment of children and adults for commercial sex.

This segment re-aired on May 10, 2015.

Most Significant Issue-Responsive Programming
2nd Quarter, 2015
(April 1 through June 30)

ISSUE: HUNGER

“Fresh Perspectives”

April 26, 2015

7:00 am

15 minutes of a 60-minute program

The Capital Area Food Bank’s (CAFB) annual Hunger Summit is a gathering of food assistance partners and community members to discuss what is current in the world of hunger relief. The CAFB’s Kirsten Bourne discusses the 2015 Hunger Summit, which is based on a theme of cultivating the next generation of hunger advocates. The Summit also introduced The Food Bank Network, which allows anyone to find food, job training or healthcare service providers online – simply by entering their zip code. Bourne also discusses the ways in which individuals can become active in hunger advocacy, either by volunteering or by donating money and resources.

“Fresh Perspectives”

June 7, 2015

7:00 am

5 minutes of a 60-minute program

During the school year, 21 million kids receive free and reduced-price meals, according to the United States Department of Agriculture (USDA). But when school lets out for the summer, only 3.5 million participate in summer meal programs, and many children from low-income families who normally get breakfast and lunch in school are going hungry in the summer months. Audrey Rowe, USDA Administrator, Food and Nutrition Services, and David Scanlan, a board member with the Sodexo Foundation discuss the importance of summer feeding programs, what the USDA does to alleviate hunger during the summer months, and the ways to find a summer feeding program in the community, and to become a part of the hunger solution.

This segment re-aired on June 14, 2015.

Most Significant Issue-Responsive Programming
2nd Quarter, 2015
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ISSUE: MENTAL HEALTH

“Fresh Perspectives”

May 3, 2015

7:00 am

12 minutes of a 60-minute program

“Text, Talk, Act” is a creative way to stimulate dialogue about mental health via social media. Small groups gather on pre-determined days and text the word “start” to 89800, and then discuss the text-enabled questions they receive in response. The nationwide events are coordinated by the Children’s Mental Health Network, in collaboration with National Children’s Mental Health Awareness Day. Dr. Carolyn Luckensmeyer, executive director of the National Institute for Civil Discourse in Washington, DC, discusses the power of the program to initiate adolescent and teen discussions about mental health in safe, supportive environments, and to reduce or eliminate the stigma so often associated with mental health issues.

“Fresh Perspectives”

May 10, 2015

7:00 am

12 minutes of a 60-minute program

For over 65 years, Mental Health America (MHA) and its affiliates have led the observance of May is Mental Health Month to raise awareness about mental health and mental illness. This year’s theme is Addressing Mental Health before Stage 4.

MHA president and CEO Paul Gionfriddo says, “When we think about cancer, heart disease, or diabetes, we don’t wait years to treat them. We begin with prevention. So why don’t we do the same for individuals who are dealing with potentially serious mental illness? Like other diseases, mental health conditions should be treated long before they reach the most critical points in the disease process—before Stage 4.”

Gionfriddo also discusses the MHA’s online screening tools. In the first year, nearly 350,000 screens have been taken for depression, anxiety, bipolar disorder, and post-traumatic stress disorder. In the next month, MHA will launch three additional screens for alcohol and substance use, youth (ages 11-17), and for parents who are concerned about their children’s mental health.

This program re-aired on May 17, 2015.

Most Significant Issue-Responsive Programming
2nd Quarter, 2015
(April 1 through June 30)

ISSUE: DUI AND ALCOHOL ABUSE PREVENTION

“Fresh Perspectives”

May 3, 2015

7:00 am

3 minutes of a 60-minute program

The Washington Regional Alcohol Program (WRAP) is an award-winning public/private partnership working to prevent underage drinking and drunk driving in the Washington, DC, metro. One of its most well-known programs is SoberRide, which provides a safe cab ride home on heavy-drinking holidays, including St. Patrick’s Day, New Year’s, 4th of July and Halloween. This year, for the first time, WRAP president and CEO Kurt Erickson says they will be offering SoberRide on Cinco de Mayo.

“Fresh Perspectives”

June 14, 2015

7:00 am

7 minutes of a 50-minute program

According to the National Highway Traffic Safety Administration, the highest number of teen traffic deaths in the U.S. occur between June and August. With graduation season well underway, WRAP president and CEO Kurt Erickson returns to the program with “Tips for a Safe Summer,” designed to inform Greater Washington parents on how best to deter teen drinking during the dangerous summer months. This segment re-aired June 28, 2015.

“Fresh Perspectives”

June 14, 2015

7:00 am

12 minutes of a 60-minute program

According to the National Institute on Alcohol Abuse and Alcoholism, each year, drinking is responsible for 1,825 deaths nationally among students between the ages of 18 and 24, as well as more than 690,000 assaults, 97,000 cases of sexual abuse and 599,000 unintentional injuries. A collaborative of 14 Maryland colleges launched a new website, CollegeParentsMatter.org, designed to serve as a resource to help parents talk with their college-age children about alcohol. Dr. Amelia Arria, an associate professor at the University of Maryland School of Public Health in College Park and co-director of the Maryland Collaborative, discusses the website. This segment re-aired June 28, 2015.

**Most Significant Issue-Responsive Programming
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ISSUE: BIKE SAFETY AND ADVOCACY

“Fresh Perspectives”

May 10, 2015

7:00 am

5 minutes of a 60-minute program

May is National Bike Safety Month, which emphasizes safety and an eco-friendly alternative commute. On May 15, about 10,000 bicyclists are expected to take to the streets of Maryland, Northern Virginia and the District of Columbia during Bike to Work Day. Brian Kopp, education coordinator for Bike Maryland, discusses some of the programs they offer to businesses and schools to promote cycling, including classes on safe cycling for commuters and students. Kopp says Bike Maryland also offers tips on how to be a bike-friendly driver, or a bike-friendly business, university or community at BikeMaryland.org.

Most Significant Issue-Responsive Programming
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ISSUE: ALZHEIMER'S AND BRAIN AWARENESS

"Fresh Perspectives"

May 17, 2015

7:00 am

13 minutes of a 60-minute program

With 1 in 3 older Americans dying from Alzheimer's or another dementia, the Hospice Foundation of America is releasing two new resources to help caregivers deal with their grief and sense of loss.

For people caring for spouses or parents with Alzheimer's or other dementia, grief often begins long before the death of loved ones. Grieving can start when they first see that "something is wrong" and continue for years as the spouse or parent gradually loses memory, cognition and ability to learn. Amy Tucci, President & CEO of the Hospice Foundation of America, discusses the Foundation's new book and video, "The Longest Loss: Alzheimer's Disease and Dementia," which offer coping strategies for family and caregivers.

"Fresh Perspectives"

June 21, 2015

7:00 am

5 minutes of a 60-minute program

While research shows we are all at risk of cognitive decline as we get older, there are key lifestyle changes everyone can make to reduce their risk. Angela Geiger, chief strategy officer of the Alzheimer's Association, along with Reader's Digest digital content and health director Lauren Gelman, discuss a new survey on brain health and share some tips to help keep our brains healthy and reduce the risk of cognitive decline.

Most Significant Issue-Responsive Programming
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ISSUE: HOMELESSNESS/AFFORDABLE HOUSING

“Fresh Perspectives”

May 31, 2015

7:00 am

11 minutes of a 60-minute program

The Washington DC Council recently passed the operating budget for Fiscal 2016, which starts July 1st, and it includes a major financial commitment to ending homelessness. Kurt Runge is Director of Advocacy for Miriam’s Kitchen, one of the partner agencies with The Way Home, a campaign dedicated to ending chronic homelessness in DC. Runge says investments in programs like Permanent Supportive Housing, Rapid Re-housing and Targeted Affordable Housing represent a solution to homelessness for as many as 1,258 individuals in the District.

“Fresh Perspectives”

June 21, 2015

7:00 am

22 minutes of a 60-minute program

Nationally, for every 100 extremely low-income renter households, there are only 28 adequate, affordable, and available rental units. This gap between supply and demand leaves 72 percent of the country’s poorest families burdened by the high cost of housing. That’s according to a study just released by the Urban Institute, a non-profit public policy research center based in Washington, DC. Erika Poethig, the lead researcher on this study, discusses the reasons for the widening affordability gap and the effect the gap has on the poorest families, and looks at the specific numbers for Washington and some of the surrounding metro counties.

Most Significant Issue-Responsive Programming
2nd Quarter, 2015
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ISSUE: EDUCATION

“Fresh Perspectives”
June 7, 2015
7:00 am
10 minutes of a 60-minute program

According to the Afterschool Alliance's 2014 *America After 3PM* survey of parents, only about one-third of households had at least one child participate in a summer program in 2013. But demand is high - more than half of families said they wanted their children to participate in a program the next summer. Unfortunately, at an average weekly cost of \$250, summer programs are out of reach for many families. Parents overwhelmingly -- 85 percent -- support public funding for summer programs. Sarah Pitcock, CEO of the National Summer Learning Association discusses the importance of summer learning and the upcoming Summer Learning Day.

This segment re-aired on June 21, 2015

“Fresh Perspectives”
June 14, 2015
7:00 am
10 minutes of a 60-minute program

We use the expression “food desert,” to describe an area with very few, if any, places to buy fresh fruits, vegetables, meat and dairy. But education advocates are talking about another kind of desert – a book desert. Jet Blue has funded a research report by education advocate and former assistant secretary of the U.S. Department of Education Dr. Susan Neuman, which has some staggering findings about the lack of children’s books in some areas of Washington, DC.

Dr. Neuman discusses her findings in detail, while Jet Blue Airway’s Director of Corporate Responsibility, Icema Gibbs, reveals the details of an exciting literacy program coming to the Anacostia neighborhood of DC: vending machines that will dispense free children’s books.

This segment re-aired on June 28, 2015.

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